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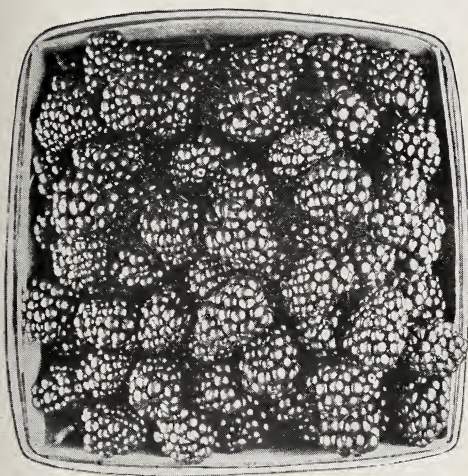
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The Black Prince

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The Pan-American Blackberry

(The Newly Developed Disease Resistant Variety)

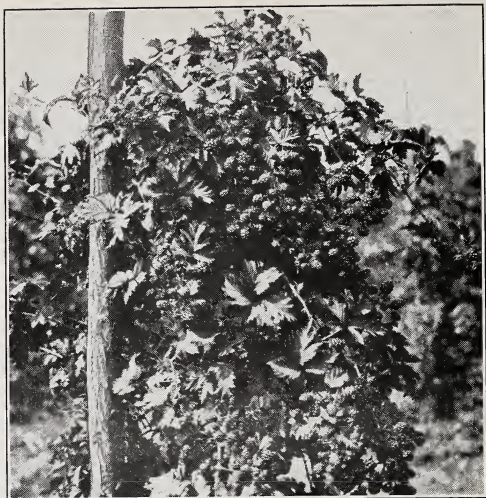


A box of Pan-American's, one-half actual size.

RIVERVIEW FARMS

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BRIDGETON, N. J., U. S. A.



Pan-American Blackberry Plant fruiting at one year of age—this plant was “set” in May 1922 and fruited in August 1923. It is unusual for a blackberry plant to fruit the first year—that is, it is unusual for the ordinary varieties, but not for the Pan-American. Note the profusion of large fruit it is bearing the first year.

The Origin.

The Pan-American Blackberry is said to have been introduced in Southern New Jersey by a Sea Captain, who brought a few plants back with him from one of his cruises to the South Seas; as there was considerable doubt as to whether he obtained the original plants from Central America or South America, this variety was named the Pan-American.

A New Variety.

It is a new variety in the sense that it is not generally known or extensively grown outside of New Jersey. It is not a new variety in New Jersey, however, as it has been grown here for about twenty years. The largest Commercial planting in New Jersey is about twelve years of age, but it is only within the last few years that the outstanding merits of this variety have been brought to the attention of the Growers and Plant Specialists.

A “Disease Resistant Variety.”

The Pan-American Blackberry has been found to be comparatively free from the commoner blackberry diseases and particularly free from Crown Gall. In fact it is conceded by many that it is a disease resistant variety.

Crown Gall is detected by the large irregular knots on the roots and at the crown underground and some times on the canes as much as eighteen inches above the ground. It is a contagious bacterial disease. Crown Gall is the most destructive disease known to attack cane fruits. It is responsible, more than any other disease, for the reduction in the growing of cane fruits throughout the United States—for example, the reduction in the Blackberry acreage in New Jersey from 5254 acres in 1899 to 1950 acres in 1919. At the present time the blackberry

acreage in New Jersey has almost reached the vanishing point and the conditions prevailing in New Jersey are rapidly reaching the danger point in the newer berry growing States. Since "crown gall" has nearly exterminated ordinary varieties of Blackberries in New Jersey and this variety has not become seriously infested with this dread disease, it is conclusive proof that the Pan-American Blackberry is resistant to Crown Gall.

A Big Producer.

The Pan-American is an unusually vigorous grower and is extremely prolific. A mature plant will yield from 32 quarts to 64 quarts during the season. And such fruit as it produces! Big brilliant, jet-black berries, berries as large as the largest Dewberries. The seeds are relatively small, the fruit is firm and of good texture—the flavor is simply delicious. It is well suited for the home garden or for market purposes as its appearance, aside from its table qualities, commands the highest market price.

Extended Picking Season.

The fruit ripens progressively, beginning about July 15th (in N. J., other sections accordingly) and is of from 4 to 6 weeks duration. As it is a very firm fruit it will carry on the vines several days, which greatly simplifies the picking problem—for instance, if strawberries are ripe they must be picked that day, as the next day this delicate fruit will be over-ripe and soft and most probably it will be found unsalable upon arrival in market. As the blackberry ripens in Midsummer, there can be no danger of losing the crop from late frosts as so frequently happens with peaches, apples and many of the smaller fruits. The Pan-American is a safe and sure producing berry for the market grower or for the home gardener.



A view of one of our plantings of Pan-American Blackberries, showing the profusion of runners (canes) for next year's fruit.

We had planned to stake the plants the first year and string the wire trellis to the stakes the second year. The tremendous first year's growth caught us "napping"—hereafter the wire trellis will be put up immediately after the plants are set out.

Exceptional Shipping Quality.

The fruit is firm, of good texture and of unsurpassed flavor. As a shipping berry it is conceded to be the best "shipper" of any of the varieties of blackberry that goes out of the State of New Jersey, and on account of its large size (as large as the largest Dewberry), brilliant appearance and unsurpassed flavor, it is the greatest "money maker" of them all.

Unheard of Blackberry Profits.

The plants are usually set 16 feet apart in the row and rows 8 feet apart, which requires 340 plants to set one acre. As before stated the production can be figured at from 32 quarts to 64 quarts to the plant, and by figuring on a very conservative price of 20c per quart you arrive at the rather astonishing figures of from \$1500 to \$3000 per acre.

On account of the near extermination of many of the country's blackberry plantings, we do not think it unreasonable to expect the Pan-American Blackberry to sell for at least 30c per quart in the principal markets—we expect this to happen within the next two years. We predict that unheard of Blackberry profits will be made by the progressive grower who plants the Pan-American variety this year.

When to Plant.

April is the usual planting time for the Pan-American Blackberry in New Jersey (other sections accordingly).

When Orders can be Shipped.

Blackberry plants are started in the Fall and are not mature enough to be transplanted until Spring. Orders will be shipped just as soon as plants have sufficiently matured, which will be sometime in April or early May, or, if the Spring is unusually mild, we may be able to start shipments in March.

PRICES

Parcel Post Shipments (By mail, Postpaid anywhere)

2 No. 1 Prime One Year Plants	\$1.00
6 No. 1 Prime One Year Plants	3.00
12 No. 1 Prime One Year Plants	5.00

Express Shipments (By Express, not prepaid)

One Year Plants

No. 1 Prime Plants		No. 2 Prime Plants	
100 Plants	30c each		25c each
350 Plants	25c "		20c "
1000 Plants	20c "		15c "